

REMARKS/ARGUMENTS

Claims 1-46 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over *Cottard* (U.S. Application 2001/0023515) in view of *Huglin* (WO 00/25730). The Office action (page 3) states that "there is a clear suggestion and sufficient motivation to one having ordinary skill in the art to incorporate the claimed species of methylglycinediacetic acid ["MGDA"]) as taught by *Huglin* in the hair dyeing composition of *Cottard* to arrive at the claimed invention with reasonable expectation of success." Applicants respectfully traverse this rejection.

Applicants submit that the collective teachings of the cited prior art would not have motivated one of ordinary skill in the art to produce the claimed invention with a reasonable expectation of success. In support of this position, Applicants enclose a Declaration from co-inventor Jean-Marie Millequant which demonstrates that the claimed hair dye compositions achieve unexpected results as compared to hair dye compositions containing EDTA, as taught in *Cottard* and *Huglin*.

Cottard teaches a composition for oxidative dyeing of keratin fibers comprising an oxidation dye, a thickening polymer, and a fatty alcohol. *Cottard* also teaches that sequesterizers such as EDTA can be combined with hair dyeing compositions. *Cottard*, paragraph 337. *Cottard* does not, however, teach the use of an amino-based carboxylic acid as a sequestering agent, let alone the compounds of Formula (I).

Huglin discloses the use of specific light stabilizers in a variety of body-care and household products. On pages 12 - 14, *Huglin* further discloses that the light stabilizers may be combined with a complexing agent, and lists ethylenediamine tetracetic acid ("EDTA") and MGDA, among others, as examples. In page 24, hair dyeing compositions are but one of many types

of body-care and household products.

As disclosed in paragraph [0010] on page 4 of the present specification, Applicants have found that the use of "sequestering agents in hair dye compositions [as defined by formula (I)] makes it possible to improve the rise of the dye in the hair and/or to reduce the coloration difference (reduce the selectivity) between differently sensitized hair or portions of hair".

In further substantiation of this statement, Applicants hereby submit the Declaration of Jean-Marie Millequant, a named co-inventor. The Declaration describes experiments comparing an inventive composition containing MGDA with a comparative dyeing composition identical to the inventive composition except that it contained EDTA in lieu of MGDA. Each dyeing composition was combined with an oxidizing composition, and were then applied to locks of hair. The selectivity value for each dyeing composition was determined. The value of selectivity is an industry recognized measurement of the homogeneity of the color along the fibers from the roots to the end of the hair, with natural hair being representative of the roots of customer hair and with permed hair being representative of the ends of customer hair. A lower selectivity value corresponds to a higher uniformity of color along the hair.

As explained in the Declaration, it was found that the selectivity value of the hair treated with the inventive dyeing composition was much lower than the EDTA-containing comparative dyeing composition. Consistent with this measurement, it was observed that the color obtained after dyeing with the claimed composition was more uniform (or less selective of any particular strands of hair) as compared with the EDTA-containing comparative dyeing composition. In the opinion of the Declarant, this result would not have been expected--notwithstanding the known properties of MGDA as a sequestering

or complexing agent.

There is no teaching or suggestion in *Huglin* that substitution of MGDA for EDTA in *Cottard's* hair dyeing composition would have resulted in *increased or higher color uniformity*.

Therefore, Applicants submit that the claimed invention would not have been obvious over the collective teachings of the cited references. Accordingly, reconsideration and withdrawal of the obviousness rejection are respectfully requested.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

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Respectfully submitted,

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